

Plan – Execute – Perform Building Blocks for Sustainable Growth

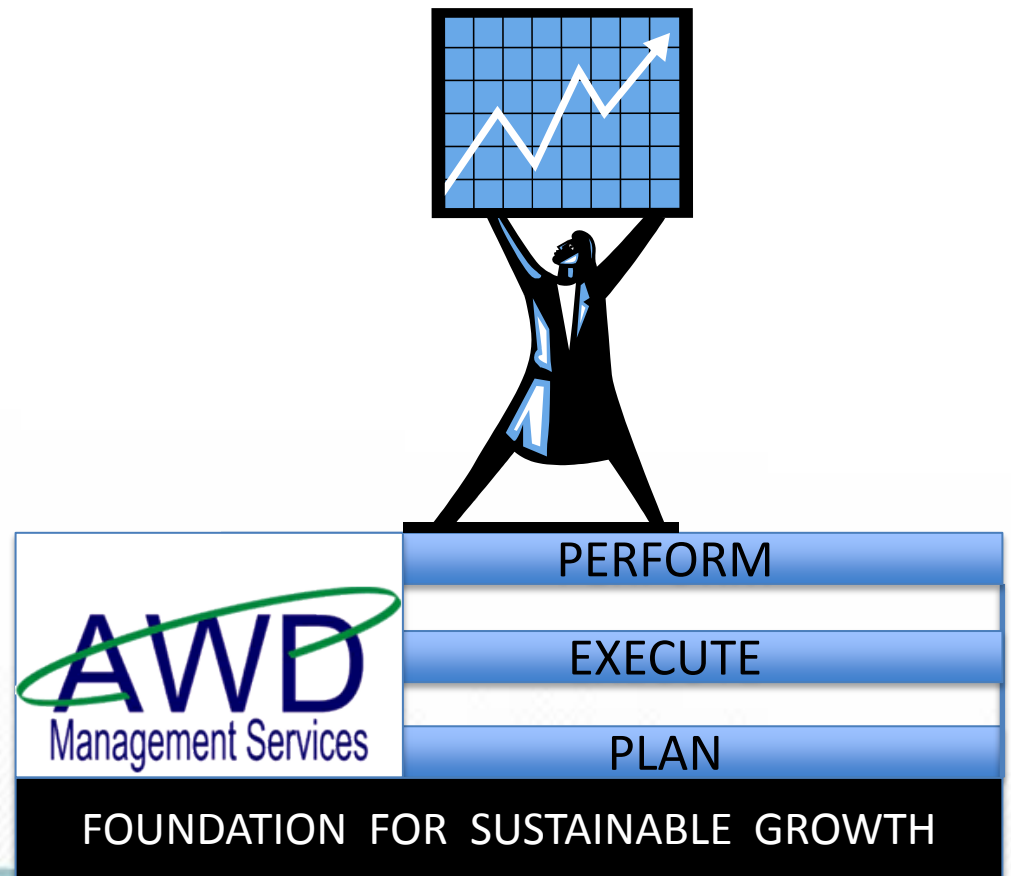


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President & CEO

AWD Management Services, Inc.

Agenda

- Why I Started My Business
- Building Blocks for Sustainable Growth
 - The Plan
 - Execution
 - Perform



Why I Started My Business

- Soul Searching
- Life Happens
- What if?
- Time For a Change
- Taking Control



The Plan

- Capitalize on my experience
- Find a niche
- What's in a name?

The Plan (Cont.)

- 8a Certification
 - Critical Contracting Tool
 - Application Process



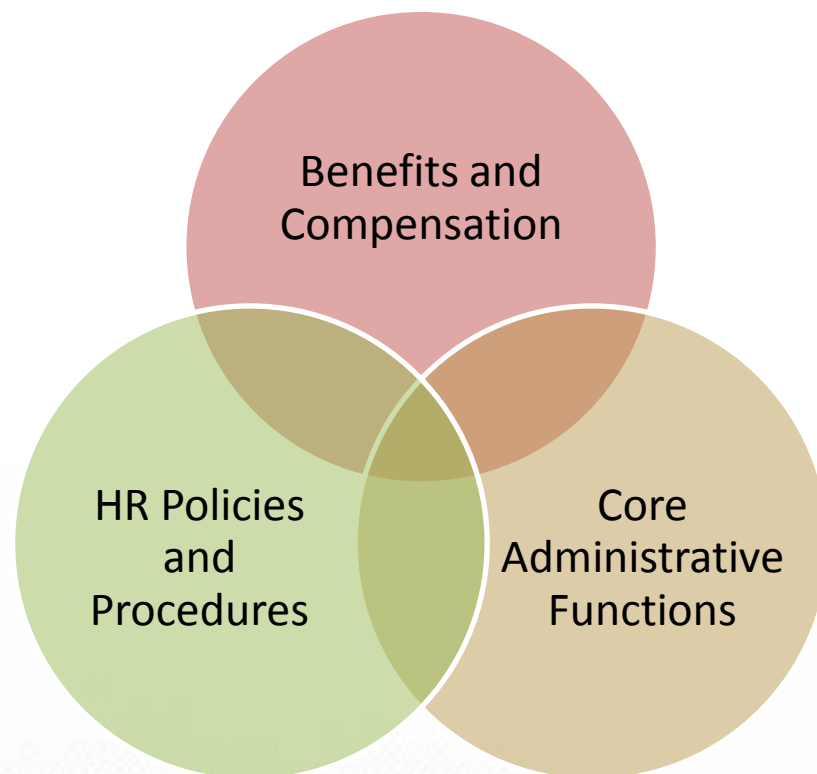
The Plan (Cont.)

- Expediting the Plan
 - Request Waiver of 2 year in business rule
 - Network with business owners who were successful
 - Seek advice from mentors
 - Seek “impending award”
 - SBA certified in 29 days



Execution

- Putting business plan in action
- Know your customers and meet their needs
- Smooth transition; taking care of the employees benefits & compensation
- Key administrative functions addressed



Perform

- Common Sense Management Approach
- AWD employees are treated as our most important asset
- We listen to our customers and make sure we deliver on each and every promise
- We're responsive
- We never forget what we're selling

AWD Mission Statement

"To create profitable growth by delivering the highest level of service possible to our customers; to create a work environment where employees feel valued and respected and where excellence and integrity is encouraged and nurtured."

Recap

- **Plan** – Think about what you want to achieve and what it will take to make it happen.
- **Execute** – Act on your dreams and don't be afraid to ask for help.
- **Perform** – Stick to your principles and don't let anyone or anything get in the way of what you want to accomplish.